

ALLEN MOVING TO NEW HOME

Cactus Motor Co. on Mesa Ave., Marker & Yonge and Rader Move, Too.

Moving operations will be under way this afternoon for three concerns on El Paso's "gas row." The Cactus Motor company, southwestern distributors for the Allen, have occupied temporary quarters with the Fletcher-Stern company at 315 Texas street since formation, but the new Cactus building at 408 Mesa avenue is now ready for occupancy and manager E. F. Wiseman, first lieutenant "Doc" Thomas, chief mechanic Jack McPike and the office staff are all busy getting things ready to move.

The Cactus Motor company will have a floor space of 120 feet in its new home. The front part of the new building is taken up with commodious showrooms and offices while the rear is given over to a large service room and garage, where Jack McPike and his assistants will hold forth.

Will Carry Accessories.
It is the plan of the Cactus company to add a full line of the latest accessories and the new establishment on Mesa avenue is expected to be one of the best spots of the automobile section.

Incidentally the move of the Cactus marks the start of several concerns in the same locality but move across the street and east one block to the corner of Ochoa and Texas streets.

Here the "doctors" will have plenty of room and their mechanical equipment is to be increased considerably. The large number of yards now in operation here has resulted in a tremendous increase of business for this enterprising firm, but they believe that they will have sufficient room in their new location to take care of any further increase in the next few months.

Charles Rader, Too.
Charles Rader, who has been conducting a big repair business on Texas street, has been forced by increased business to move across the street and east one block to the corner of Ochoa and Texas streets.

Mr. Rader has a very complete equipment and has been crowded for several months, at his old location.

"I've got to take care of increasing business," said Mr. Rader, "and my old quarters were not large enough. I have lots of room in my new location and I expect to greatly increase my trade."

George Haller Crowded.
Pending the erection of a garage, George Haller has been conducting a repair shop at the corner of Texas and Campbell streets, but George was in his location less than a week, because of the rush of business resulting in an "overflow" to the vacant lot adjoining the shop. And now the rush of business has resulted in a "spill over" from the lot into the street. As a result, George is rushing his architects and expects to be able to make an announcement of his new quarters in the near future. Mr. Haller is one of the most popular repair men in the city.

WOMEN DRIVE MOST OF DORTS NOW IN OPERATION

A recent census among owners of Durt cars revealed the fact that 45 per cent of the families owning Durt cars either the wives or daughters in those families did most of the driving. When this was brought to the attention of R. F. Stuart of the Toledo Motor company, he remarked: "I am sure it is all surprised to hear this, and there is a mighty good reason why the Durt has so much favor with the women. In the first place the Durt is a car that the average woman likes to be seen in, and in the second place there are many features of the car that make it so simple of control and so easy to handle and learn to drive as the Durt. I will accept the fact that the woman of today, unless she is unusually timid, wants the acceleration and the thrill of driving a real gasoline car.

"The single lever control, the buttons on the dash directly in front of the driver, the way in which the Durt responds to the brake, the ease with which it steers and with which the optional clutch and brake can be operated, find favor with every woman who tries her hand at driving."

Particular people prefer Subalberg's Majestic Hams and Bacon—Deliciously Different.—Advertisement.

Mexican rents a specialty. rm. 4634. Adv.

Pickwick Cafe—Best Meals in City. Adv.

EXPORTS SHOW INCREASE

Great Britain is Much the Heaviest Buyer From U. S. Factories.

Washington, D. C., April 1.—The wonderful showing the United States has made in the exportation of automobiles during the last calendar year, as compared with the corresponding period of 1914, is shown in great detail in the figures issued by the department of commerce. During the first mentioned period there were 2,008 commercial cars, valued at \$5,824,246; 41,869 pleasure cars, valued at \$35,045,092; and parts, not including engines and tires, valued at \$16,800,401, shipped to various portions of the globe. Of course a large proportion of these went to the warring countries in Europe.

For the same period of 1914, the figures show that 2436 commercial cars, valued at \$4,385,756; 22,355 pleasure cars, valued at \$19,273,748; and parts, not including engines and tires, valued at \$5,664,101, were exported.

The exports for December last amounted to 150 commercial cars, valued at \$1,320,331; 3664 pleasure cars, valued at \$2,746,738; and parts, not including engines and tires, valued at \$1,731,865.

These are the figures for the same month of 1914: Commercial cars, 1279, valued at \$2,357,729; pleasure cars, 12,757, valued at \$9,909,699; and parts, not including engines and tires, valued at \$1,731,865.

The figures show that the United Kingdom was our best customer in both 1914 and 1915. In 1914, the value of that country's purchases of that country's increasing from 6793 cars, valued at \$6,381,211, in 1914, to 21,559 cars, valued at \$25,355,087, in 1915. In 1915, the value of that country's purchases increased from 536 cars, valued at \$1,057,007, in 1914, to 1366 cars, valued at \$1,999,048 in 1915.

The war has likewise made France a good buyer of American cars, no less than 4164, valued at \$15,922,314, being shipped there during the calendar year 1915, as against 2816 cars, valued at \$5,099,453, imported in 1914. However, during the monthly period the shipments dropped from 969 cars, valued at \$2,538,622, in December, 1914, to 413 cars, valued at \$1,024,551, in December last.

We shipped 235 cars to Italy in 1914, the value of which was \$100,053. In 1915 the number was 257 and the value \$100,265. There were no shipments of automobiles to that country in December, 1914, but in December last 31 cars, valued at \$15,494, were exported there.

Germany Cut Off.
Our export trade in automobiles with Germany amounted to 1081 cars, valued at \$799,552, in 1914, while in 1915 the number was only four and the value \$2800. There were no shipments to that country either in December, 1914, or in December last.

Under the heading "Other Europe," a large increase in exports is indicated, no less than 8530 cars, valued at \$22,280,257, being exported to that continent in 1915, as against 2785 cars, valued at \$2,411,100, exported in 1914. During the December period these shipments increased from 327 cars, valued at \$28,458, in 1914, to 603 cars, valued at \$1,272,507, in 1915.

More Cars to Canada.
While 6028 cars were shipped to Canada in 1915 than in 1914, the value was less. In 1914 the number was 4214 and the value \$5,317,547, while in 1915 the number was 5786, while the value was \$4,672,931. In December, 1914, 128 cars, valued at \$189,166, were shipped across the border, while in December last the number was 348 and the value \$239,710.

The West Indies and Bermuda are developing new car customers for American cars, the exports showing an increase from 444 cars, valued at \$225,062, in 1914, to \$1,877,640 in 1915. South America's imports of American cars likewise increased from 1149 cars, valued at \$681,209, in 1914, to 2527 cars, valued at \$1,362,426 in 1915.

The shipment of cars to British Oceania increased from 2475 cars, valued at \$2,355,325, in 1914, to 4818 cars, valued at \$4,857,290, while the exports to Asia and other Oceania increased from 1454 cars, valued at \$1,425,458, to 4219 cars valued at \$4,771,312, during the same period.

INDIANS BLOCKING OPENING OF ROAD

Because the Indians at the Jimicilla reservation in Oregon seek to block a move to place the Mission-McKay road under the direction of the federal government, the road will be taken up by the bureau of Indian Affairs. The road, about 20 miles in length, has been in use for many years, but has never been turned over to the country, but refuses to spend money on roads not in the territory. The consent of all the Indians along the road has been secured for the transfer, but the tribe as a whole refused to sanction it.

TEXAS NOT TO GET FEDERAL HELP

Has Not Qualified For Government Aid For State Good Roads.

Washington, April 1.—Forty-three of the 48 states will qualify for federal aid in roads under the Bankhead bill, recently reported favorably to the senate by its committee on postoffices and post roads.

Indiana, South Carolina, Georgia, Mississippi and Texas are the five states which have yet to equip themselves with a centralized direction of roads improvement. Indiana has an active campaign in progress which ought to prove successful, energized in great degree by the Hoovers State Automobile association, which is affiliated with the American Automobile association. Indiana is a great automobile producing state and a large percentage of its farmers have adopted the self-propelled vehicle.

South Carolina is giving the question of a state highway department serious consideration. Georgia is in an equally hopeful condition, while Mississippi is House of representatives recently voted creating the creation of a state commission. The legislators opposed the legislation because it called for an engineer with a salary of \$2500 a year. Maine pays \$2000 and possesses an unusually competent official.

Texas Would Be Benefited.
Texas under the Bankhead measure would obtain federal operation than any other state in the union. It falls behind many other states in the population and in the number of highways. Texas will provide a highway department within three years, for section 2 of the senate measure contains the provision that the amounts appropriated for any fiscal year to any state which has not a state highway department shall be available for expenditure in that state until the close of the third fiscal year succeeding the close of the fiscal year for which such appropriation was made.

The memorandum which accompanies the senate substitute bill contains this reference to the phenomenal traffic growth:

"Backwardness in the building of public roads has been all the more marked by contrast with the enormous development of traffic. Within the brief period of about 10 years the motor vehicle has been introduced and developed until it is now a fact that there are over 2,500,000 motor vehicles in use, or about one for every mile of public road. If these vehicles are estimated to average only 25 horses power it would mean a total of over 57,000,000 horse power brought into use on our public roads with a suddenness which has no parallel in industrial history. This new and domestic traffic has, by its peculiar effect upon road surfaces and foundations, rendered infinitely more complex the problem of road construction and maintenance, which our systems of management have not already proved utterly inadequate to meet."

Cost of Moving Wheat.
"Ordinary horse drawn traffic has also increased to such a point that we now speak of tonnage, not in millions, but in hundreds of millions, and of the ton mileage in billions. It has been estimated that to move the wheat crop alone in 1915 involved the hauling of more than 20,000,000 tons over the public roads at a cost of over \$20,000,000. Some conception of the immense scale of farm production and the consequent movement of farm products over the country roads can be gained from the estimate prepared by the department of agriculture that the production of corn, wheat, oats, potatoes, cotton and hay in 1915 aggregated 74,507,000 tons, while the total agricultural production for that year was valued at nearly \$11,000,000,000.

CREDITS FARMERS FOR AUTOMOBILE EFFICIENCY

W. O. Allen, the general manager of the Allen Motor company of Toledo, Ohio, believes in giving credit where credit is due, and Mr. Allen even goes as far as to give the farmers credit for the present efficiency of the automobile. Mr. Allen is an old hand in the motor car field and this statement from him is something. Putting it in his own words:

"The influence of the farmer on the motor car industry is more far reaching than is generally appreciated. Regardless of what may be said to the contrary, the farmer is responsible for the exceptional values offered by any one of a number of the leading manufacturers. It is only in recent years that the farmer has been considered as a motor car buyer and his purchases have grown so rapidly that about 75 per cent of the output of American factories is now absorbed by the country districts. With from 50 to 75 per cent of his production going to farmers the motor car designer has been forced to take into consideration the farmer's needs in building his car, and the average automobile of today is better built, more simply designed and will stand more hard and cool use for longer than was thought possible a few years ago."

"We here at the Allen factory, have kept pace and even tried to anticipate the needs of this new market and the result is a car that has the grace, beauty, finish, and comfort necessary for use in the city, combined with the economy, power, and endurance demanded by the country buyer. What the next four years will develop is hard to say, but I think we will all agree that up to the present time the city buyer can thank the farmer of the country for the efficiency and low cost of the average American automobile today."

ACCESSORIES OVERTAX BATTERY EQUIPMENT

When a motor car manufacturer builds a car, he puts in it a starting and lighting system to suit the rest of the car. Then he gets a battery with sufficient capacity to take care of that electrical system.

As reported by the Willard Storage Battery company, of Cleveland, some owners tax their batteries beyond the limit by adding horns, lights and electrical accessories. Then they wonder why they haven't enough current to give them satisfactory results. Others are not satisfied with the lamps furnished, and buy larger lamps that use more current. The result is that the generator can't supply enough current to keep the battery charged, because the discharge is too rapid.

These manufacturers of batteries have suggested that those car owners who want additional electrical equipment, go to a Willard service station, and there let the expert in charge determine what capacity of battery is needed to adequately care for every piece of equipment, without danger of keeping the battery in a constantly weak condition.

6,000,000 FARES ARE TAKEN BY JITNEYS

The jitney bus took 6,000,000 fares away from the Milwaukee Electric Railway and Light company's jitney bus, according to the annual report of the company, made public February 17. In spite of the loss of passengers the net revenue increased \$27,000. The figures suggest that the jitney buses operating in Milwaukee carry 14,000 passengers per day, while the street cars carry 250,000 passengers per day. The increased sale of automobiles.

SIMPLICITY IS DEMANDED

Prospective Buyers Should Investigate Claims of Car Dealers.

In considering the purchase of an automobile it is a good rule to figure out in advance all the prospective requirements to be placed on the car. Is the car to be used for business purposes, for pleasure, for everyday trips around town, for touring or to meet different needs?

Then, the man who is about to invest in a car should consider the question of who is to drive it—whether he is going to be the driver, his wife or other member of the family or a chauffeur. By putting these things down on paper and "striking an average," as it were, there will be no mistake in selecting the car best suited to perform the service which will be required.

In connection with every purchase, no matter what conditions are to be met, there is another fundamental consideration, and that is simplicity. Its importance cannot be too strongly emphasized, especially if the buyer knows little or nothing about things mechanical and does not propose to employ an expert to look after the car.

If you are going to drive the car yourself you want the car which is the easiest to operate, a car simple in design and construction, easy to understand and easy to take care of. Unnecessary complications can always be criticized, even when an expert mechanic is in charge.

There is a growing recognition of the value of simplicity as an automobile element, for the reasons indicated in the foregoing. Besides, the prudent investor in a motor car appreciates that by the elimination of unnecessary parts there is going to be a large saving in the cost of operation—in the gasoline, tire and repair bills.

Undoubtedly the time will come when the car with the smallest number of parts will sell for the biggest price because it will be the cheapest in the long run.

THREE DELAYS IN SPEEDWAY EVENTS

Harry S. Hartsell will complete this coming season on the speedways with the three Delage cars which were driven by Dury, Delage and Goyt in the French Grand Prix at Lyons in 1914. The three cars have arrived in New York and are now being driven by Hartsell, who will manage the team, will drive one of the cars. This team ought to be well developed until it has secured a victory, as the cars have been run in the race only.

ROTARIANS TO RACE AT OS

Five Members of Chicago Club Enter Race on the Speedway, May 20.

Chicago, Ill., April 1.—President David F. Reid, of the Speedway Park association of Chicago, makes an interesting announcement regarding the western interclub (non-professional) auto race, to be held at Speedway park, Chicago, on May 20. Many entries for this race have been received and at a Rotary club luncheon president Reid received five entries from members of the club for the nonprofessional race.

The five Rotarians who will pilot their own cars in the race are: James A. Craig, president of the Rotary club, who will drive a Marmon; Herbert Angster, president of the Chicago Well and Supply company, who will spend around the two mile board track in a Hudson; Roy Denney, popular and well known vice president of the Chicago Rotary club, who has agreed to stake his luck on a Cadillac; Harry Ruggles, chairman of the entertainment committee of the Chicago Rotary club and a noted booster for Chicago, who has entered his Oldsmobile, and George A. Hughes, a prominent Chicagoan, who will prove his ability as an auto racer in a Packard.

Mr. Reid is greatly encouraged by the wide-spread interest this event has attracted. He is sure that it is the first one of this character to be run on the speedway track. The idea originated amongst the members of the Speedway Park association and they are putting forth their best efforts to handle the affair in a most successful manner. The leading clubs of Chicago have exhibited much interest in the race and are lending their ablest assistance to make it a popular and annual event.

ALLEN DOUBLES ITS ANNUAL PRODUCTION

"Regardless of the point of view," said E. E. Wiseman, of the Cactus Motor company, local Allen dealer, "the past season has been a rich one for the Allen Motor company. Every department was busy and car production was double that of the previous season. This increased production coupled with a simplified design and faster methods allowed a drop of \$100 in price even with a larger more powerful car. So you see the season was a good one for the car buyer. Two new plants, of large proportions were constructed, one in Fontoria and one in Bucyrus and they are already running at capacity. I understand the Allen company is already planning further additions of car shops. If this is true, every Allen dealer in the country will want a lot of cars this coming season."

PIONEER TAKES NEW AGENCIES

Scripps-Booth and Moon to Be Handled By Myrtle Avenue Concern.

Announcement was made this week that the Pioneer Motor company had taken the agency for two new lines of cars, the Moon "sixes" and the Scripps-Booth "fours." Sales manager H. F. Williams and treasurer J. L. Creel were doing a hornpipe for hours after they received the factory confirmation of their contracts and Mr. Creel is still working what he calls his "million dollar smile."

Neither car has yet been seen in El Paso but the Scripps-Booth roadsters are to be unloaded this afternoon. They are of the four-cylinder type, 25 horse power, and weigh less than 1800 pounds, despite a wheel base of 119 inches. The cars are equipped with House wire wheels, including an extra wheel and tire, and, according to Mr. Williams, are the "last thing" in luxury in the light car class. These cars have gained a big reputation in the east and in California during the past year or so and are said to outlive anything in their division when it comes to luxury of appointment and equipment.

The new Moons will not be here for a week or so. They are powerful "sixes" but the "6-44" despite its great power, is reported to weigh, fully equipped, only 2500 pounds. It is a seven passenger car and the photographs of the car show very graceful lines. The Moon uses the Continental-Moon motor in both the 28 and 44 horse power models.

Several local concerns were after the Moon agency, said Mr. Williams, "and we feel that we were fortunate in getting it."

The Pioneer sales room were recently extensively altered and the company now plans an active campaign with Briscoes, Moons and Scripps-Booths as its feature lines. They also retain the Kierulff and Denby truck agencies. An active campaign for agencies throughout an extensive territory is also to be started.

DETROIT SHIPS 21,502 AUTOS IN ONE MONTH

A total of 21,502 cars of motor cars were shipped during February, 1916, or 819 more than in February, 1915. It is the biggest month in the history of the industry and is better by 1529 than was the record breaking month of January, 1914. During the first two months of the year the car business of the country totaled 41,973, as compared with 1912 for the corresponding two months of 1913.

EXPLODES WILD "SNIPER" TALE

It Was State Rangers Who Tried to Stop Cars Near Fort Hancock.

Motorists are perfectly safe even along the Texas border, according to stories brought to El Paso by the state rangers. During the past week several motorists have come into town with "thrilling" tales of holdups or attempted holdups by "Villa snipers." It remained for C. E. Cavin and R. W. Emery, of the Western Auto company, to "spill the beans" for one thrilling tale reported here on Monday last.

This story was to the effect that certain motorists had "barely escaped" from "Villa snipers" who had fired shots at them near Fort Hancock. But let Mr. Cavin tell the tale:

"Emery and I were coming into El Paso and were just this side of Fort Hancock when we were flagged by state ranger Ivy Finley, who used to be a member of the El Paso police force. Ranger Finley said that we were the eighth party he had attempted to flag but the only one who stopped. He said that the others simply shot their guns into high, threw on the 'gas,' ducked their heads and said their prayers. Later we also discovered that they told some thrilling stories of attempted holdups by 'Villa snipers.'"

"It appeared that Mr. Finley had captured two heavily armed Mexicans who had crossed the international boundary near Fort Hancock and he wanted to have some of the motorists get word into El Paso to sheriff F. J. Edwards to send out for the prisoners. The motorists, as we afterwards discovered, went along that road with their hearts in their mouths and when they saw the armed ranger and his party they decided it was an attempted holdup and did not stop to pass the time of day."

"We spent a pleasant few minutes with Mr. Finley and his men and finally arranged to bring the two prisoners. In charge of deputy sheriff Brooks, into El Paso in our Saxon, which was escorted by the Port Hancock road is free from 'snipers' despite the thrilling tale that are being told here and sent broadcast over the country."

Advertisement.

Announcement

THE PIONEER MOTOR COMPANY, Inc., wishes to announce to the motorists of El Paso and the southwest that it has taken the distributing agency for the Scripps-Booth line of luxurious light cars—made in Detroit, Mich.—and also for the well known Moon automobiles, made by the Moon Motor Car Company, of St. Louis, Mo.

SCRIPPS-BOOTH luxurious light cars combine mechanical perfection with luxurious equipment. This combination distinguishes the Scripps-Booth in the light car class. Its exquisite refinement and remarkable riding comforts are the natural results of the most expert engineering skill, highest quality of materials and the most painstaking workmanship. The Scripps-Booth is the first instance where Quality has been made the first consideration in light car construction. Roadster, \$825; Coupe, \$1450, f. o. b. Detroit.

THE MOON is a big, powerful car with the best equipments and superior refinements. It is "Quality built"—integrity of workmanship is a cardinal principle. It looks right and is right—externally and internally. It has the Looks, the Style and Riding and Driving Comfort of which any motorist might well be proud. The five-passenger "6-30" sells for \$1195; the seven-passenger "6-44" \$1475; the three-passenger "6-30" roadster for \$1195, all prices f. o. b. St. Louis.

THE COMPANY extends a cordial invitation to all residents of El Paso and the southwest to inspect these cars at its showrooms, corner of Myrtle avenue and Campbell street. Its salesmen will be pleased to demonstrate any model at the convenience of any person interested. Those who cannot call are invited to write for literature.

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